

**IN THE CLAIMS:**

Please cancel claims 11-34 and amend the claims as follows:

1. (Previously Presented) A method comprising:
  - receiving, from a requesting application, a request for emotion data characterizing an emotional state of a user, wherein the requesting application is of a particular type;
  - accessing a firewall ruleset defining rules governing the transfer of the emotion data to requesting applications, wherein at least some of the rules of the firewall ruleset each specify a different application type selected from a plurality of application types;
  - determining whether to provide the emotion data to the requesting application; wherein determining comprises:
    - locating each rule in the firewall ruleset that includes a parameter specifying the particular type of the requesting application; and
    - determining whether the located rules are satisfied; whereby the rules are applied to each requesting application according to its respective application type; and
    - denying the request if the firewall ruleset rules are not satisfied.
2. (Original) The method of claim 1, providing the requested emotion data to the requesting application if the firewall ruleset rules are satisfied.
3. (Original) The method of claim 1, providing only a portion of the requested emotion data to the requesting application if the firewall ruleset rules are satisfied.
4. (Original) The method of claim 1, wherein the emotional state characterized by the emotion data is one of angry, sad, happy, excited, nervous, interested and any combination thereof.

5. (Original) The method of claim 1, wherein the emotional state characterized by the emotion data is any calculable human emotion.
6. (Original) The method of claim 1, wherein the firewall ruleset is configurable by the user.
7. (Original) The method of claim 1, wherein the requesting application is a web-based application and the request is received via the Internet.
8. (Original) The method of claim 1, wherein the emotion data is based on measurements of physiological parameters.
9. (Original) The method of claim 8, wherein the measurements of physiological parameters, comprise at least one of blood pressure, pulse and galvanic skin response.
10. (Original) The method of claim 8, wherein the measurements of physiological parameters, comprise measurements of brain wave activity of the user.
- 11 – 34. (Cancelled)